



11.0 Community Character Element

The Community Character Element of the Goodyear General Plan 2003-2013 identifies the overall living, working, and recreational environment that City resident's desire. Goodyear's history, managed pace of growth, and potential size (it is the 5th largest city in terms of acreage in Arizona) will assist in its evolution as a unique city in the Southwest.

The Community Character Element is organized into the following four sections to more distinctively communicate the City's future developed environment:

- Background
- Community Character Goals, Objectives, and Policies
- Community Character Element Plan
- Community Character Element Implementation Activities

11.1 Background

The overall character of the Goodyear community is defined by numerous variables – its size, terrain, community setting, and historic resources. Located within the Western Salt River Valley and Rainbow Valley, Goodyear has attained the distinction of being the 5th largest city in the State of Arizona in terms of its incorporated area. The scenic Sierra Estrella Mountains dominate the landscape as they frame the mix of rural and suburban areas that comprise the existing development pattern. Additional breathtaking views also exist northwest to the White Tank Mountains. The City's remaining low-lying lands facilitate agricultural production and remain primarily undeveloped even though Goodyear's population has doubled over the past 10 years. The existing landscape will change in the future as planned and approved projects are constructed in the City. In fact, the City has approved approximately 112,000 entitled and platted lots (January 2003) that could add approximately 300,000 residents in the future.

Long- and short-term residents have been attracted to Goodyear's strong sense of community. Historically a small agricultural town founded in 1916 by Goodyear Tire and Rubber Company for the farming of cotton, the City continues to evolve into a suburban community. Master planned communities







of developed neighborhoods now exist including Arnold Manor, Canyon Trails, Cottonflower, Estrella Mountain Ranch, Estrella Vista, Goodyear Estates, Manzanita Heights, Palm Valley, PebbleCreek and Wildflower Ranch. I-10 provides a short drive (generally less than 20 minutes) from downtown Phoenix and the construction of SR 303 will provide a needed north-south, high capacity roadway with regional connectivity to Grand Avenue to the north and indirect access to State Route 85 to the west.

The City has invested significant resources to maintain and improve its community setting. In February 2001, the City adopted its first set of Design Guidelines, which are intended to enhance the unique and cohesive design of structures, streets, and amenities within the built environment.

The undeveloped character of the City creates the perception that the agricultural uses that comprise over 50 percent of its land area are a long-term activity. While farming may continue in the near-term, the significant amount of land that has been planned and approved for future development will change the character of the planning area. The City is located adjacent to Estrella Mountain Regional Park and the Gila River, which together create the potential for large open space tracts to be preserved for future Goodyear residents. The City is currently developing a greenway/linear open space corridor along Bullard Wash in northern Goodyear and has also worked hard with its development community to enhance the provision of parks and trails for its new residents.

Goodyear is defined by and linked to its rich history and ancestral heritage of the Hohokam Indians and early settlers. Hohokam relics exist in White Tank Mountain Regional Park to the west, and in the Sierra Estrella Mountains in central Goodyear. Existing agrarian-related features of the planning area include the multi-generational farms and agricultural operations.







11.2 Community Character Goals, Objectives and Policies

The goals, objectives, and policies presented in the Community Character Element serve as the City's guide in creating a desirable environment that responds to its Sonoran desert location, agricultural history, and community values. The goals are the result of input from the General Plan Advisory Committee (GPAC) and the residents of the City, Community Development Department staff, other City staff involvement, and URS's professional assessment.

The Community Character goals respond to the following issues:

- To develop a unique City with individuality and attractive "street appeal"
- To preserve the City's heritage while supporting growth
- To expand the positive external and internal perception of the City

The supporting objectives and policies serve as guidelines for implementation activities, which will aid the City in reaching its desired vision.

Goal A: A Sense of Place that Provides Lifestyle Setting Choices and Amenities for the City's Diverse Residents.

Objective A-1: Maintain the City's reputation as an attractive and safe community in which to live, work, play, visit, and invest.

Policy A-1a: The City shall continue to strive to meet its sevenminute police and four-minute fire response times.

Policy A-1b: The City will continue to attract high quality medical facilities in its northern, central and southern planning areas to promote a healthy population and balanced work force.

Policy A-1c: The City will partner with the development community and schools to maintain and enhance its existing park and open space levels of service.







Policy A-1d: The City shall continue to utilize the policies and principles of Crime Prevention Through Environmental Design (CPTED) to promote public safety.

Policy A-1e: The City shall partner with the development community to investigate financing mechanisms for the implementation of Scenic Arterials (i.e., Estrella Parkway, Yuma Road, etc.) through the City.

Policy A-1f: The City shall strive to remain a clean community by creating potential adopt-a-block and adopt-a-roadway programs within needed neighborhoods and along major City thoroughfares.

Policy A-1g: The City shall explore the provisions of a property maintenance ordinance.

Policy A-1h: The City shall investigate both public and private funding for the enhancement, beautification, and potential undergrounding of overhead electrical facilities less than 69 Kv.

Policy A-1i: The City will continue to implement and update, as necessary, its adopted Design Guidelines.

Policy A-1j: The City will continue to utilize its graffiti abatement program to clean defaced areas within 24 hours.

Objective A-2: Expand the mix of cultural, recreational, and entertainment opportunities.

Policy A-2a: The City shall continue promoting and supporting existing festivals (i.e., Goodyear Cool Jazz Festival, Goodyear Rodeo Days, Billy Moore Days, etc.) while encouraging new community social activities and events.

Policy A-2b: The City will aggressively locate, design, and operate community parks and urban parks that contain tournament play facilities (i.e., soccer/football fields, baseball







fields, etc.) to encourage organized team recreational and economic expansion within the City.

Policy A-2c: The City shall proceed with the creation of a specific area master plan for the City Center as a mixed use, recreational, entertainment, and cultural venue.

Policy A-2d: The City shall actively partner with the Arizona Department of Transportation and FCDMC to promote the implementation of El Rio, Bullard Wash, and freeway detention basins as community open space amenities.

Policy A-2e: The City shall partner with the West Valley Fine Arts Council to locate a regional performing arts center in the City.

Policy A-2f: The City shall work with the Maricopa Library District to locate a library facility within the City Center.

Objective A-3: Preserve Goodyear's heritage by sensitively blending the "old" with the "new" in creating a quality community.

Policy A-3a: The City shall continue to foster rural neighborhoods where desired by residents and where compatible with adjacent existing and/or proposed land uses.

Policy A-3b: The City shall utilize well designed buffers and lot size transitions to sensitively locate new development adjacent to Rural Residential designated neighborhoods.

Policy A-3c: The City shall identify appropriate guidelines, principles, and standards to effectively buffer incompatible uses.

Objective A-4: Enhance the visual quality of the community.

Policy A-4a: The City shall partner with ADOT to investigate potential public art opportunities and enhanced drought tolerant landscaping between the lanes and on/off ramps of I-10 and SR 303.







Policy A-4b: The City shall investigate the integration of noise walls with public art opportunities along SR 303.

Policy A-4c: The City shall partner with ADOT and MCDOT in the development of gateway entry monumentation signage and enhanced landscaping at the intersection of I-10/Estrella Parkway and I-10/SR 303.

Objective A-5: Market the City externally as a quality community.

Policy A-5a: The City will continue to update its website, CityReport, and economic development brochures to promote Goodyear as a great place to live, work, visit, and play.

Policy A-5b: The City shall investigate a community awards program to acknowledge superior site design and architectural and landscape architectural projects.

Policy A-5c: The City shall continue and expand its submittal for national, state, and regional awards to showcase the positive attributes of the community.

Goal B: A City that is Internally Informed and Aware, and Externally Involved.

Objective B-1: Continue to partner and maintain mutually beneficial governmental relationships.

Policy B-1a: The City shall partner with the EPA and Maricopa County to ensure high levels of air and water quality and land contamination mitigation.

Policy B-1b: The City shall partner with ADOT, Maricopa County and MAG in the provision of a functional regional transportation network.







- **Policy B-1c:** The City shall partner with Maricopa County and other municipalities in the long-term provision of solid waste facilities.
- **Policy B-1d:** The City shall partner with its adjacent jurisdictions (i.e., Avondale, Litchfield Park, Buckeye, and Maricopa County) to discuss the desire for, and management of, mutually beneficial recreational facilities (i.e., multi-generational facility, sports complex, etc.).
- **Policy B-1e:** The City shall partner with the City of Phoenix and adjacent landowners to develop a master plan for PGA that leverages land uses and maximizes the operational characteristics of the facility.
- **Objective B-2:** Continue to maintain open dialogue with the homeowner associations and development, educational and utility entities regarding growth and revitalization issues.
 - **Policy B-2a:** The City shall coordinate with HOA assistance providers to educate HOA board members regarding authority, protocol, and procedures.
 - **Policy B-2b:** The City shall invite informal dialogue with HOA's to continue strengthening lines of communication among City neighborhoods.
- **Objective B-3:** Continue to communicate with state and regional economic development entities to achieve the City's targeted clusters.
 - **Policy B-3a:** The City shall coordinate with Arizona Department of Commerce, Greater Phoenix Economic Council, and Westmarc in attracting its economic development targets.
 - **Policy B-3b:** The City shall coordinate with its adjacent municipalities, Arizona Game and Fish, BLM and the Bureau of Reclamation to promote eco-tourism in the region.







Objective B-4: Continue to formally participate in regional transportation and air quality studies.

Policy B-4a: The City will continue to participate in Maricopa Association of Governments and Maricopa County Department of Transportation committees.

Objective B-5: Continue to support efforts of community volunteerism.

Policy B-5a: The City shall continue and promote its involvement in Leadership West.

Policy B-5b: The City shall continue its regional participation in the Southwest Valley Citizen's Academy and the City's Citizen's Police Academy to increase awareness and community involvement of its citizens.

Objective B-6: Continue partnership with Luke Air Force Base.

Policy B-6a: The City of Goodyear will maintain close communication with Luke Air Force Base in the review of proposed developments, ordinances, resolutions, goals, objectives, and policies that may impact Luke Air Force Base.







11.3 Community Character Plan

By 2013, the City is expected to grow to nearly 97,200 residents. While the size and visual contrast of the City may change significantly, its values (i.e., small town atmosphere and high quality of life) are intended to be maintained. It is important for the City to identify key areas in which to preserve and/or develop its desired character. Goodyear is one of several linear, north-south cities in the Salt River Valley. It has opportunities to connect the northern, central and southern regions of the City through natural and man-made barriers, with significant external open space areas.

Each resident, house, park, and store contribute to the composition of a city's character. This plan focuses on seven areas which are intended to collectively set the desired character and/or image of Goodyear. These areas are identified on Figure 11-1, *Community Character Plan*. These areas are not limited by geography, but rather provide a focus for the future and include:

- Estrella Parkway, McDowell Road and Broadway Road Corridors
- Litchfield Road Corridor
- City Center
- Village Centers
- Historic Goodyear
- Phoenix Goodyear Airport Employment Center
- Parks and Open Space Network

Estrella Parkway, McDowell Road and Broadway Road Corridors

The Land Use Plan has identified Estrella Parkway (from the City Center to McDowell Road), McDowell Road (from Dysart Road to SR 303), and Broadway Road (from Litchfield Road to Perryville Road) as High Intensity Mixed Use Corridors (HIMUC). Utilizing an approximate ½ mile corridor on each side of the identified roadways, higher-density projects that incorporate both residential and commercial uses are desired. The intent of the HIMUC designation is to leverage the continuity of these roadways and regional connectivity to multi-modal transit opportunities.

Estrella Parkway is the main north-south arterial roadway that connects I-10 and the planning area south of the Gila River. When the completion of SR 303 occurs, there will be two high capacity roadways to enhance vehicular







mobility. Thereafter, the parkway will function as a secondary (to SR 303) north-south roadway. Estrella Parkway will continue to serve as the main gateway from I-10 to the proposed City Center (Estrella Parkway and Yuma Road). This approximate two-mile segment of the Parkway is designated as a Scenic Arterial and the surrounding area is designated as the City Center Gateway Overlay District to communicate the importance of an aesthetic entry to the City.

South of the City Center, Estrella Parkway will continue as a heavily landscaped corridor allowing for dramatic views of the Estrella Mountains and surrounding foothills, and will serve as the primary entry to the master planned community of Estrella Mountain Ranch. The preservation of these views is an important asset in this growing suburban community.

The McDowell Road segment from Dysart Road to SR 303, will provide a character similar to Estrella Parkway from I-10 to the City Center. However, this segment is envisioned to include more commercial uses due to its direct access to I-10 and the adjacency to a proposed regional service center located at the northwest corner of Bullard Avenue and McDowell Road. It is anticipated that this corridor will be a significant revenue-generating (sales tax) corridor within Goodyear.

Broadway Road, from Litchfield Road to Perryville Road, is anticipated to function as the southerly east-west vehicular reliever for I-10. A vehicular reliever is anticipated to be needed to accommodate the significant growth anticipated for the southern planning area, as well as the Town of Buckeye and portions of unincorporated Maricopa County to the west.

Litchfield Road Corridor

The Litchfield Road Corridor has evolved into a major retail destination for the City over the past 10 years. The City has successfully located a large number of national chain restaurants and retail goods and services to provide convenient shopping for its residents. The roadway functions as a gateway for the Palm Valley and PebbleCreek communities to the north and City Hall and Phoenix-Goodyear Airport to the south. The implementation of the City's adopted design guidelines have created an attractive gateway through the inclusion of colorful drought tolerant landscaping, coordinated entry signage and monumentation, and articulated architectural treatments.







Figure 11-1 Community Character Plan







City Center

The City Center, located at the intersection of Estrella Parkway and Yuma Road, has been identified since the early 1980's as the future "heart" of the City. The City is planning to undergo a complete master planning process in 2003, for these 173 acres. The area is anticipated to be the cultural, entertainment, business, and residential hub of Goodyear. Envisioned as an area which is primarily pedestrian and transit friendly, the City Center should contain some of the elements typically found in many suburban-urban communities across the country to evoke a feeling of being "downtown." In this area, it will be important to utilize the mixed-use concept where people live, work, and play within the same building or proximate area.

Village Centers

Village Centers, much like the City Center, are areas where people live, work, and play. However, Village Centers cater to a smaller portion of the community (i.e., a few neighborhoods) and may project a suburban rather than urban character. The Land Use Plan identifies five Village Centers within the Goodyear Planning Area. However, as development occurs, it is expected that the City may entertain additional Village Centers to provide a subcommunity sense of place. Three of the proposed Village Centers are located at Estrella Mountain Ranch: at the intersection of Estrella Parkway and Chandler Heights Road/Queen Creek Road; the intersection of Estrella Parkway and the southerly extension of Cotton Lane; and at the intersection of Estrella Parkway and Elliott Road. The other two Village Centers are located at King Ranch, approximately at the intersection of SR 303 and Baseline Road; and the future regional service center location, located at the northwest corner of Bullard Avenue and McDowell Road.

Historic Goodyear

In addition to the newly developing areas of Goodyear, the City also contains an area of mature housing that should be protected and enhanced. These areas are located on the eastern side of the planning area and bounded by Van Buren Street on the north, Yuma Road on the south and Litchfield Road







on the west. This area includes Litchfield Manor, Goodyear Estates, Park Shadows, and Litchfield Subdivision #1.

Goodyear Employment Corridor (GEC)

The area surrounding and including the Phoenix-Goodyear Airport will be the major employment activity node within the City. Due to its proximity to MC-85, a major east-west thoroughfare through the West Salt River Valley, the airport already contains the substantial Lockheed Martin Campus. It is also the location of three master-planned business parks, Estrella Aerospace Center on the north side, and Airport Commerce Center and Estrella Commerce Park on the south side of the airport property.

The Phoenix-Goodyear Airport is one of two reliever airports (the other is Deer Valley Airport) for Phoenix Sky Harbor International Airport, located in central Phoenix. Both Sky Harbor and Phoenix-Goodyear are operated by the City of Phoenix. Future protections from land use and airspace encroachment could provide a full service commercial airport serving Goodyear, similar to the function that Orange County Airport provides to Los Angeles International Airport. It is important for the City to acknowledge the potential of the facility and to partner with the City of Phoenix to protect the long-term and best use of its limited adjacent land base.

The land surrounding Luke Air Force Base is located outside of the jurisdiction of Goodyear. The base is located approximately one mile north of the City. However, the City is dedicated to protecting its existing mission. As the largest F-16 training facility in the world, the base conducts significant take off and landing operations. The location of the City, between the Base and the Goldwater Gunnery Range, and the extensive use of the southerly runway departure has, and will continue to, create a nuisance for adjacent residential use. The City respects the boundaries of Luke's AICUZ (Air Installation Compatible Use Zone) and the provisions of SB 1525 and SB 1393.

Parks and Open Space Network

The visual perception and amount of external and internal open space can be instrumental in creating an identifiable character for the City. Open space is not only an existing feature, but is one that can be leveraged in the future. The significance of the existing stock of open space resources begins with the







identification of the Regional Open Space areas located either adjacent or proximate to the City. These existing facilities include the Estrella Mountain Regional Park, a nearly 20,000 acre county park located along the City's eastern boundary; White Tank Regional Park, another 26,000 acre county park located approximately four miles to the northwest; the Sierra Estrella Wilderness Area, located approximately 4.5 miles to the east of the City; and the Sonoran Desert National Monument, a 496,000 acre land area designated in 2001. These facilities have the opportunity to link, either directly or indirectly, the existing and future Community and Urban Parks (identified and described previously in Chapter 4.0: Open Space Element) with Major Open Space /Trail Linkages (identified and described previously in Chapter 3.0: Circulation) to create a regional attraction for outdoor enthusiasts. It should be noted that the placement of the Major Open Space/Trail Linkages is conceptual at the present time. These locations are illustrated in a graphic manner to show their connectivity and the provision of non-vehicular access and mobility for the Goodyear Planning Area. The actual locations of these amenities will occur in conjunction with the future identification of shared existing right of way use, necessary right of way acquisition, and/or easement dedications. The City acknowledged the value of these community amenities in 2001 by adopting its first Parks, Trails and Open Space Master Plan. The City is committed to implementing the recommendations of the plan, as well as the recommendations of its Farmland and Desert Preservation Committee. The Committee has prepared an executive summary of its recommendations for the acquisition of desired land for open space.







11.4 Community Character Element Implementation Activities

The Community Character Element Implementation Activities identify both short- and long-term projects that will achieve the goals and objectives identified previously. A listing of these activities is provided below and organized into both near (1-5 year) and long-term (5-10 year) timeframes to support the 10-year update timeframe mandated by Arizona Revised Statutes (ARS). The activities identified for near-term implementation are further defined in Chapter 12.0, *Implementation Program*.

Near-Term Implementation	Long-Term Implementation
Activities	Activities
Update Design Guidelines	Phoenix-Goodyear Airport Specific
	Plan
City Center Gateway Overlay District	
City Center Master Plan	
Neighborhood Enhancement Program	



